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Mark D. Weinstein Joins Robert Morris College Enrollment Team.

MOON TOWNSHIP, Pa., April 26 /PRNewswire/ -- Mark D. Weinstein has been named the Director of Public Relations and Enrollment Marketing at Robert Morris...

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Cuyahoga Community College Summer Enrollment Up 12.6%; Number of Students up to 12,106 from 10,750 in 2001.

CLEVELAND -- Cuyahoga Community College officials today announced that according to official 15-day enrollment figures, the number of students taking...

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College Broadcast and eCollege.com Sign Marketing Agreement; Deal Makes It Easier for Students to Find Accredited College Courses Over the Internet.

VENICE, Calif., Aug. 16 /PRNewswire/ -- College Broadcast, the leading provider of broadband entertainment for college students, today announced an affiliate...  
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Wayne County Community College District Student Summer Enrollment Soars; Downriver Campus Enrollment Nearly Doubles.  
DETROIT -- Thousands of new students have propelled the Wayne County Community College District's five campuses growth spurt, percentage-wise, ahead...  
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It takes a campus to graduate a student: a look at seven academic retention programs and what makes them effective. (Special Report: Recruitment & Retention). (Statistical...  
Colleges and universities that succeed in retaining today's students pay close attention to students' backgrounds, needs and expectations and then take...  
From Black Issues in Higher Education, October 25 2001 by Phaedra Brotherton  
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Admissions Marketing Survey Finds Growing Use of Web for College Applications --.  
Business Editors  
From Business Wire, January 23 2001  
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TMP Worldwide College Admissions Marketing Survey Shows Dramatic Growth in Online Applications and Inquiries.  
Business and High Tech Editors  
From Business Wire, February 26 2002  
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Internet Confirmed as Vital College Recruitment Tool; TMP Worldwide Releases Results Of 1999 Admissions Marketing On the Internet Survey.  
Business Editors, Education Writers  
From Business Wire, January 28 2000  
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The college that doesn't exist ... yet: the F.W. Olin College has taken a unique approach to the planning, building and marketing of the nation's first...  
At first blush, the scenario seems straight out of the pages of a science fiction film script. Tenured staff at prestigious universities quit their jobs...  
From Matrix: The Magazine for Leaders in Education, October 01 2001 by Karen Singer  
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From Matrix: The Magazine for Leaders in Education, September 01 2001 by David Vaczek  
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'Reality-based education': Webster University's aggressive marketing and flexible scheduling lead to a large enrollment, but accreditation questions persist....

Twenty-one years ago Brenda Newberry had just given birth to her first child, a girl, in a St. Louis hospital. The next day, she had a visitor, one of...

From Black Issues in Higher Education, November 22 2001 by Pearl Stewart  
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No 1. Los Angeles

From Multichannel News, October 30 2000 by Alan Waldman, Bill Knight  
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ERIC review: exploring the meaning of "nontraditional" at the community college.

This review of literature raises the issue of whether the term nontraditional is too broad to be helpful in identifying specific student needs at a community...

From Community College Review, June 22 2002 by Karen A. Kim  
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Business Faculty Recruitment: The Effects of Full-Time Versus Part-Time Employment. (Statistical Data Included)

Abstracts

From Community College Review, June 22 2001 by Paul A. Winter, Chad L. Kjollien  
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Ashmead College Reaches Out To Students, Prospects, Alumni and Staff With Personalized

Email Powered by Xchange, Inc.

College leads education community by automating and personalizing administrative processes online to provide a better educational experience and

From PR Newswire, September 13 2000

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UNITED NEGRO COLLEGE FUND: Crossing The Digital Divide.

IF you don't believe the digital divide is real, take a look at the statistics. White households are two times more likely to own a computer, and nearly...

From Ebony, September 01 2001 by Kevin Chappell

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Shopping for the right fit: Patterns of college choice in the postsecondary market. (The Landscape).

While claims that "one size fits all" may be objectively true, the reality is that one size does not always fit all well-particularly when it comes to...

From Change, March 01 2002

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DENTAL PLANS.(ranked by enrollment)(Directory)(Statistical Data Included)

Ranked by enrollment in L.A. County

From Los Angeles Business Journal, May 14 2001 by Natasha Prishva

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College Financial Aid: Acronyms, Applications and Assistance; January Marks Beginning of Application Season; Wiredscholar.com Helps Students Plan and Pay...

RESTON, Va. -- An estimated 1.5 million high school students are planning to become college freshmen in the fall of 2002, making January -- the first...

From PR Newswire, January 02 2002

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**Sponsored Listings:**[Deep Blue Defender reviewed by PC Magazine](#)

The education and government fields have been target markets for the Deep Blue Defender, so you'd think the product would be intuitive and simple.

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Marketing can be a successful tool in promoting camps and ensuring better enrollment and profits. To create an effective marketing strategy, camp professionals...

From Camping Magazine, January 01 1998 by Alicia Biddle

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[A REVIEW OF TIME-SHORTENED COURSES ACROSS DISCIPLINES.](#)

Intensive or time-shortened courses taught outside the traditional semester or quarter are becoming common at many colleges and universities due to the...

From College Student Journal, June 01 2000 by Eileen L. Daniel

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[Mascot Network and Maguire Associates Offer Colleges New On-line Student Satisfaction Survey in an Exclusive Partnership.](#)

Business Editors/Education & Technology Writers

From Business Wire, May 08 2000

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[PR Newswire National Summary, Monday, Dec. 18, 8 to 10 A.M., EST.](#)

Following is a summary of news releases transmitted from 8 a.m. to 10 a.m. by PR Newswire. The full text of these releases is available at the PRN Press...

From PR Newswire, December 18 2000

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[PR Newswire National Summary, Mon., Feb. 26, 2001 10:00 A.M. EST to Noon.](#)

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From PR Newswire, February 26 2001

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## **PR Newswire**

August 4, 1999

### **SNAP Technologies, Inc., the Makers of CollegeEdge, Changes Name to Embark.com.**

#1 Internet Site for Exploring and Applying to College Expands Vision and

Opens Online Store

SAN FRANCISCO, Aug. 4 /PRNewswire/ -- SNAP Technologies, the makers of CollegeEdge, the #1 online resource for exploring and applying to college and graduate schools, today announced the renaming of the company and its Website as Embark.com ([www.embark.com](http://www.embark.com)). The new name was selected to communicate the company's expanded mission to help individuals of all ages achieve their life-long learning and career goals.

In addition to the new name, the company also announced today the grand opening of the Embark.com online store. Users of Embark.com can now browse student-relevant product advice and conveniently purchase the many items necessary for college or graduate school.

"The Embark.com name is a better reflection of the valuable guidance we have provided since 1995 to help over ten million students set out on new educational paths and navigate the transition to college," said Young J. Shin, co-founder, president and CEO. "We also recognize that the desire to achieve goals extends beyond getting into the right college or graduate program. It includes making the right career decisions, furthering professional growth and fulfilling life-long learning aspirations. Embark.com will give people the access, tools and information they need to make these types of life choices.

"The change also reflects our company's growing influence as a global, web-based application service provider to nearly two thousand educational institutions spanning K-12, undergraduate, graduate and professional schools," he said.

Single source for students and educators

Embark.com features the most complete repository for exploring



higher education -- information on more than 6,000 accredited two and four-year higher education institutions; detailed profiles on more than 1,000 careers and majors; and comprehensive financial aid data, including information about 630,000 scholarships. The company also offers the Enrollment Services System, a customized suite of web-based management tools for university admissions professionals, and the Education and Career Opportunities System, a web-based application that helps high school administrators and guidance counselors manage students during the college and career planning process.

#### "I Embark"

A new personalized "I Embark" account already helps users navigate the exploration and application process, providing them with single-step access to all their online applications, recruiter profile and communications and other ease-of-use features designed to help them achieve their personal objectives. New features will be added to "I Embark" as Embark.com expands its base of services to help people discover, choose and connect with the right institutions to reach their life-long learning and career goals at all ages.

#### The Embark.com store - now open

Live today, the new Embark.com store enables college and graduate school-bound individuals, as well as their families and friends, to purchase graduation gifts, care packages, and other items tailored for students. With an expansive college gear section featuring items from over 100 colleges and universities, Embark.com users can display their school with pride even before arriving on campus. College-bound students will also be able to review advice and tips about products and services ranging from credit cards to travel bookings from new Embark.com partners VISA, Capital One and United Airlines.

#### A new marketing campaign

To support the company's name change, Embark.com is developing its first major, multi-million dollar marketing campaign that will debut during the "back-to-school" season. The new national campaign will highlight the comprehensive information and services available at Embark.com for students transitioning to undergraduate and graduate schools.

#### About Embark.com

Embark.com -- formerly CollegeEdge -- is the #1 resource on the Internet for people seeking to achieve their life's aspirations. Embark.com has improved the way individuals explore and apply to school; the way universities recruit and enroll students; and the way high schools and community organizations help students achieve educational and career goals. Embark.com's partners include over 500 leading undergraduate and graduate programs around the world; thousands of high schools and community-based programs

like the Boys and Girls Clubs and TRIO programs; and leading Internet companies including Excite@Home, Lycos, Inc. and Business Week Online. Founded in 1995 and backed by Silicon Valley venture capital, Embark.com provides over 70,000 pages of content and processed more than 500,000 college- related transactions in 1998.

NOTE: Embark.com is a trademark of Embark.com. All other company, brand and product names are trademarks of their respective companies.

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